

Message Text

UNCLASSIFIED

PAGE 01 TAIPEI 08331 170957Z
ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
----- 041526 /20
R 170850Z DEC 76
FM AMEMBASSY TAIPEI
TO USDOC WASHDC
INFO SECSTATE WASHDC 2035

UNCLAS TAIPEI 8331

FOR USDOC/BIC/OIM/EA/STRINGER

E.O. 11652: N/A
TAGS: BEXP, TW
SUBJECT: FY '77 EVENT SCHEDULE, SEPTEMBER EXHIBITION

REF : A) USDOC 21298 B) TAIPEI A-162 OF 11-25-76
C) TAIPEI 7305 OF 10/29/76 D) TAIPEI A-125
OF 8/11/76
E) TAIPEI A-167 OF 12/10/76

1. TAIPEI TRADE CENTER HEREBY REITERATES RECOMMENDATION
MADE IN REF D, CATALOG SHOW FINAL REPORT: A FUTURE TRADE
PROMOTION EVENT FEATURING EDUCATIONAL TRAINING AIDS
SHOULD BE STAGED AS A TECHNICAL SEMINAR IN FY '79 PERIOD
AND FEATURE HARDWARE APPLICATIONS IN HIGHER EDUCATION,
PARTICULARLY VOCATIONAL AND PROFESSIONAL TRAINING. A WIDE-
BASED EXHIBITION WITH THIS THEME IS NOT RECOMMENDED AND,
IN TTC VIEW, WOULD NOT BE EFFECTIVE GIVEN CONDITIONS
IN TAIWAN MARKET: NO COPYRIGHT PROTECTION, GOVERNMENT
CENSORSHIP, AND LOCAL PRODUCTION OF FURNISHINGS, MATERIALS
AND LESS - SOPHISTICATED EQUIPMENT. NARROW-BASED FULL-SCALE
EXHIBITION LIKEWISE WOULD NOT BE EFFECTIVE DUE TO CURRENT
LIMITED END-USER UNIVERSE FOR MODERN EDUCATIONAL MACHINES
AND EQUIPMENT AND NECESSITY TO FIRST EDUCATE POTENTIAL
END-USERS ON ADVANTAGES, FEATURES, AND APPLICATIONS.
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TAIPEI 08331 170957Z

EDUCATION IS HELD IN HIGHEST ESTEEM, BUT UTILIZATION OF
TRAINING AIDS IN PROCESS IS NOT NOW A PRIORITY.

2. IN VIEW OF ABOVE, TTC STRONGLY RECOMMENDS AGAINST
SCHEDULING EDUCATIONAL TRAINING AIDS EXHIBITION IN SEPTEMBER 1977.
TRADE CENTER RECOMMENDS RETAINING PROPOSED ENERGY SYSTEMS

THEME. IN ADDITION TO RATIONALE GIVEN IN REF. C, SEE
TABLES ENCLOSED WITH REF. E, BEST PROSPECTS REPORT. ELECTRICAL
POWER EQUIPMENT AND ENGINES/MECHANICAL POWER EQUIPMENT HAVE
RANKED THIRD OR FOURTH AND FIFTH OR SEVENTH RESPECTIVELY
AMONG ROC IMPORTS OF U.S. TARGET INDUSTRY PRODUCTS IN 1973,
1974 AND 1975. IMPORTS OF FORMER FROM U.S. EXCEEDED \$31
MILLION IN 1975 AND LATTER \$23 MILLION. OVERSEAS EXPORT
PROMOTION CALENDAR (OCTOBER 1976 - DECEMBER 1977) IS
CARRYING ONLY ONE TRADE CENTER ENERGY SYSTEMS EXHIBITION IN
PERIOD JUNE- DECEMBER 1977, IN SYDNEY IN NOVEMBER (FY '78).
TTC FEELS THAT AT THIS LATE DATE PRIORITY SHOULD BE GIVEN TO FY
'77 PROGRAM AND TO SELECTING THEME APPROPRIATE TO MARKET
IN TAIWAN.

3. IF, AFTER RECONSIDERATION, ENERGY SYSTEMS CANNOT BE
RETAINED, TAIPEI TRADE CENTER RECOMMENDS EXHIBITION OF
FLUID POWER EQUIPMENT AND COMPONENTS. REF. B, DESK STUDY
OF ROC MARKET FOR THIS EQUIPMENT, UNDERSCORES EXCELLENT
SALES POTENTIAL AND IMMEDIATE INTEREST. FOLLOWING TWO
MONTHS AFTER JUNE TECHNICAL SALES SEMINAR ON SUBJECT
WOULD BE APPROPRIATE TIMING, AS ACTUAL EQUIPMENT COULD
BE DISPLAYED AND DEMONSTRATED FOR POTENTIAL BUYERS WHO
HAD BECOME FAMILIAR WITH STATE OF ART THROUGH SEMINAR.

4. TTC REQUESTS EARLY DECISION ON MATTER. FIVE OR SIX
DIFFERENT THEMES HAVE BEEN SCHEDULED, RESCHEDULED, OR
PROPOSED FOR MONTH IN QUESTION OVER HISTORY OF FY '77
PEOGRAM. THEME MUST BE FINALIZED ASAP FOR TRADE CENTER
MARKET RESEARCH AND PROMOTION PURPOSES. PLEASE ADVISE.
UNGER
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 TAIPEI 08331 170957Z

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 17 DEC 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976TAIPEI08331
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760464-0738
From: TAIPEI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19761231/aaaabazi.tel
Line Count: 97
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 TAIPEI A-162
Review Action: RELEASED, APPROVED
Review Authority: schwenja
Review Comment: n/a
Review Content Flags:
Review Date: 22 JUN 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <22 JUN 2004 by hattaycs>; APPROVED <30 AUG 2004 by schwenja>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FY '77 EVENT SCHEDULE, SEPTEMBER EXHIBITION
TAGS: BEXP, TW
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006